abstract

A gain controller gain controls digitalized video signals for each minimum video unit. A variation controller establishes video blocks each consisting of a plurality of minimum video units, and also establishes a gain control value of the gain controller for each of the minimum video units constituting the established video blocks. The gain controller sequentially divides the video signals into the video blocks and gain controls, based on the gain control values, the respective minimum video units constituting each of the divided digital video blocks. In this way, there can be obtained a visual effect equivalent to a conversion of video signals such as 24P video signals to video signals such as 60I video signals by use of a conversion format such as 2:3 pull down method. Moreover, such visual effect can be realized without necessity of any frame memories and without implementing any complex timing controls.